

CONTROLLER[®]

CONTROLLING INTERNATIONAL

Magazin

SPEZIAL

THE CHALLENGE OF
VOLATILITY. CONTROLLERS' ABILITY TO
EMERGE AS WINNERS.

ICV and IGC:
New Controller's Mission Statement
and the Essence of Controlling

ICV: Dream Car Report 2013
Croatia: Lifecycle status: Stage of growth
Hungary: Same challenges everywhere


International
Controller Association

LIFECYCLE STATUS:

STAGE OF GROWTH



The Croatian ICV working group is about to celebrate its third anniversary this autumn. Looking at it through the stages in a lifecycle, we are currently at stage 2 – the stage of growth.



Jasmina Ocko,
Controlling Consultant,
Kognosko, Leader ICV
working group Croatia

One thing is for certain – the stage of introduction is behind us. Our workshops have been attended by more than 350 interested people coming from the most diverse backgrounds. They have all wanted to hear what the whole thing was about. Almost 60 members have actively joined us so far.

The beginnings, when no one in Croatia knew about the ICV, were the most difficult and challenging times. Getting people to come to the first workshops required a lot of meetings and the activation of all the available controlling resources and capacities. But the number of members started to grow soon, and each new workshop was even better than the previous one.



This year has been the best so far. In the first half of 2013, two seminars given by Controller Akademie and trainer Dietmar Pascher were organised. These two events were the best way to test the level of preparedness of the Croatian public for controlling, but were also the result of an enor-

mous amount of involvement in terms of marketing through the previous years. The seminars were attended by 170 participants in total (the first by 50, and the second by as many as 120!).

Dietmar was also a guest at our ICV workshop, which focused on "The Calculation of the Cost of Goods Sold". Needless to say, the turnout was record-breaking, with the number of members having increased significantly after his guest lecture. There is no doubt in my mind that guest visits and lectures by colleagues from German, Austrian or others ICV groups are welcome and highly appreciated. Which is why I have already booked our next guest for 26 May 2014 – Mr Herwig Friedag. So after three years, we can most definitely say that – the ICV has found a home in Croatia! I am convinced that claiming that there is no controller who has not heard of the ICV is no exaggeration. Ready and determined, we have entered stage 2 of our development – the stage of growth. Our strategic goals have changed accordingly, and the accompanying plans how to reach these goals have been worked out in great detail.

OUR WORD OF MOUTH MARKETING WORKS BRILLIANTLY

There were two things characteristic of the first stage of introduction. More specifically: a) sending open invitations to the workshops to a large number of potential members, and b) uncertainty as to where the workshops were to be held. Both have now changed.

Now, members no longer need convincing that they should come and participate; they now come of their own free will. Having a great many new faces at every workshop was necessary at the

beginning, i.e. at the stage of promoting the ICV in public. The drawback was that our regular members could not do quality work with a number of participants changing at every workshop. We simply needed to "survive" that stage and greet a larger number of regular members. We now believe that we both want to and can grow by communicating our satisfaction to our colleagues around us, since people have been well informed

about the work that the group does, the results are easy to recognise, and our word of mouth marketing works brilliantly. Some of our most loyal members, those who are truly interested in working together, have joined through word of mouth. We believe that we shall gain in quality significantly if we follow this path. Our goal is not growth at all costs, it is not amassing members. Our goal is creating an incubator of people who share a common vision and mission, who network and gladly exchange experiences.

For three years before each workshop, we had worried about a fundamental question – where the workshops would be held. What helped me, as leader of the Croatian ICV working group, was personal acquaintances and friends, who have been kind enough to let us use their business premises free of charge. But that most definitely could not last forever. Besides, it is indeed necessary to have a "headquarters" to be able to do serious work and develop in a quality direction, a place where everyone can "feel at home", and which is available whenever there is a need for it.

This "premises problem" was solved last summer with the opening of a new controlling centre intended essentially for training in controlling. The Croatian ICV working group has been given "shelter" in the centre as well. We now have 110 m² available, which can be used both for our workshops and informal gatherings after a hard day's work.

Another event which is to take place this year (on 5 November 2013) in Zagreb will do a lot in terms of the affirmation of controlling and ICV. Namely, the 1st International Controller Congress in Croatia, the goal of which is to gather the largest

number so far of managers and controlling experts from both Croatia and the region in one place.

Controlling must become the "highlight" of entrepreneurs in the region. This will be a great opportunity both now and in the future for the presentation of our colleagues from ICV working groups from around Europe.

Those, of course, who will want to. Preparations have been in full swing since early spring – besides

through all the regular internal and in-house marketing communications with the controlling public, the congress has been advertised in leading business media since May.

We are ready to grow and develop in the years to come, to expand and share our knowledge, and to attract like-minded people.

The development of controlling is our mission. It is a long-term process which requires the investment of time. The most difficult period is now behind us. I strongly believe that marked shifts to an improved and quality controlling in Croatian companies will soon become evident all around us.

The goal of the Croatian ICV working group is creating an incubator of people who network and gladly exchange experiences.



ROOTING THE ICV CONTROLLING PHILOSOPHY

Controlling as known in German-speaking regions was definitively influenced by Albrecht Deyhle and the International Controller Association ICV. The ICV's internationalization strategy is aimed at rooting this controlling philosophy in neighboring countries. The International Controller Association is meanwhile represented in 15 European countries.



The ICV offers the opportunity to exchange ideas both within these countries and across borders. The association translates its most important publications for controllers in these countries into English or, in some cases, the relevant national language. In doing so, the ICV supports international groups with their expansion into Europe and the development of the local controlling expertise this entails.

The ICV working groups outside of the German-speaking countries:

Member benefits

- Access to controller know-how at international level
- Contacts to controllers and CFOs in Europe
- Working group meetings as practically focused, free further education
- Co-authorship of future-focused controlling concepts and tools

Working group BOSNIA & HERZEGOVINA
Slavko Simić
bono@blic.net

Working group BULGARIA
Denko Yamboliev
denko@excite.com

Working group CROATIA
Jasmina Očko
jasmina.ocko@kognosko.hr

Working group ESTONIA
Prof. Toomas Haldma
toomas.haldma@ut.ee

Working group GREAT BRITAIN
Milena Heim
milena.heim@gmx.net

HUNGARY
Working group Budapest 1
Ervin Nemesdy
nemesdy@mce.hu

Working group Budapest 2
Andreas Kovacs
akovacs@mcskft.hu

POLAND
Working group Gdańsk
Robert Panufnik
rpanufnik@gmail.com

Working group Katowice
Anna Jarkulisz
anna.jarkulisz@arcelormittal.com

Working group Kraków
Dorota Gołąb-Beltowicz
dbeltowicz@bonifratrzy.krakow.pl

Working group Lublin
Paweł Rafalski
pawel.rafalski@solet.pl

Working group Poznań
Dr. Dariusz Gulczyński
dariusz.gulczynski@icv.pl

Working group Poznań-Berlin-Brandenburg
Silke Lehmann
Silke.Lehmann@gmx.org

Małgorzata Podskarbi
malgorzata.podskarbi@vw-poznan.pl

Working group Szczecin
Aleksander Socha
aleksander.socha@ramirent.pl

Working group Toruń
Andrzej Derkowski
andrzej.derkowski@icv.pl

IN EUROPE



Thanks to its members in those countries the ICV can draw on an excellent network of specialists who are familiar with general local economic and intercultural conditions. The ICV is able to establish contacts locally, which can also be used in recruitment assignments.

Working group Warszawa

Karol Sikora
karol.sikora@icv.pl

Working group Wrocław

Honorata Ulatowska
honorata.ulatowska@icv.pl

Working group Zielona Góra

Małgorzata Lepak
malgorzata.lepak@icv.pl

Working group ROMANIA

Cristina Hodea
cristina.hodea@gmail.com

Working groups RUSSIA

Kaliningrad
Valentin Usenkov
zhoom@mail.ru

Hans-Peter Sander
presse@controllerverein.com

Working group SERBIA

Bojan Šćepanović
mcb@eunet.rs

Working group SLOVENIA

Dragica Erčulj
dragica.erculj@crmt.com

Working group SPAIN

Ulrich Müller Bosom
ulrich.mueller.bosom@gmail.com

ICV MAIN OFFICE, GERMANY

Münchner Strasse 8
82237 Wörthsee, Germany
www.controllerverein.com
verein@controllerverein.de